

Best Practices in Marketing Green Power:

**Latest Look at Marketing Challenges,
Strategies and Materials**

Këri Bolding

Center for Resource Solutions
9th National Green Power Marketing Conference
Albany, NY ; October 6th, 2004

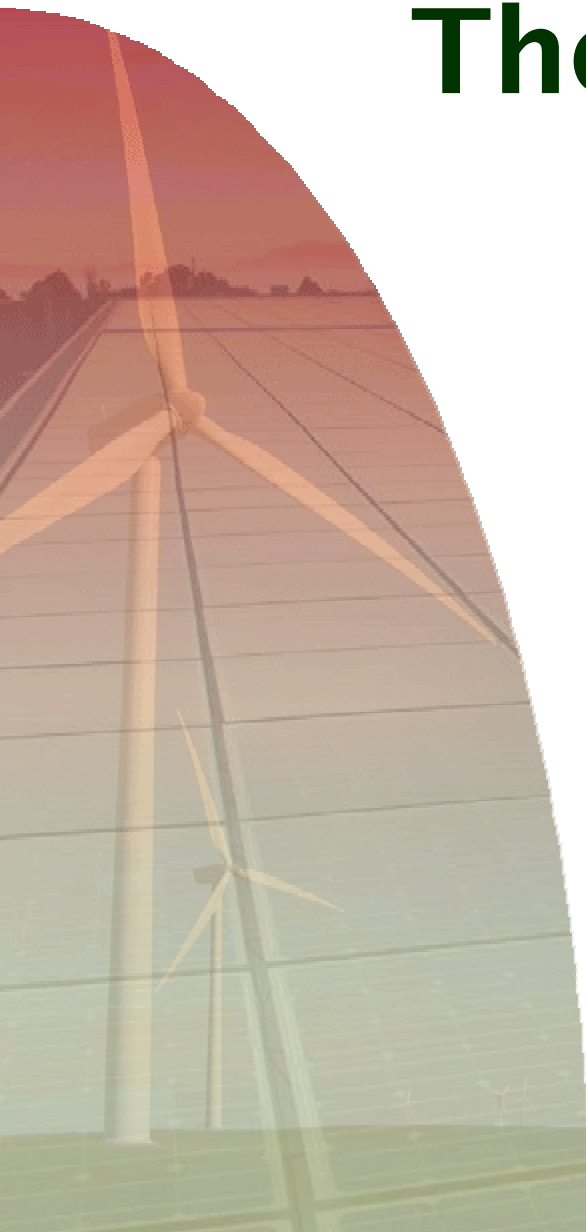


The Center for Resource Solutions

- The Center for Resource Solutions (CRS) is a national non-profit that makes it easier for people and organizations to use renewable energy.
- We design and operate national and international programs that support the increased supply and use of renewable energy resources such as wind, solar, biomass, geothermal and low-impact hydroelectric power.

The Programs of CRS

- Green-e Renewable Energy Certification Program:
 - Nation's leading certification and verification program in regulated, restructured and U.S.Tradable Renewable Certificate (TRC) markets
- International Programs & Expert Assistance in China, Southern Mexico & Canada
- Public Renewables Partnership (PRP):
 - Partnerships to integrate renewable energy into public power portfolios and business strategies
- Marketers' Marketers Group
 - Renewable Energy Marketing Forum with over 150 members in the US and Canada
- Making the Link:Renewables & Climate Change
 - Initiatives promoting renewable energy for GHG emission reduction.



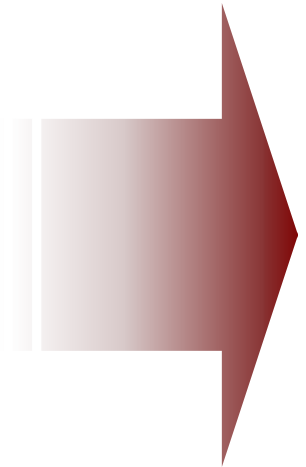


It's Really Not *that* Easy Being Green
(Power Marketers)

Renewable Energy Marketing:

- What are we trying to do?
- What are the *Challenges* to overcome?
- What are the *Strategies* ?

BACK
TO THE
BASICS



Renewable Energy Marketing:

Our Job (collectively) seems simple...

- Influence “people” to buy green power
 - Marketers even have the help of have NGOs, Government Agencies, University and Church Coalitions,

BUT

- Who are “people”
- What is our “product”

What are we trying to do?

Renewable Energy Marketing:

Our Job (collectively) is challenging...

- The renewable energy marketplace is evolving
 - Different products for different audiences, more sellers, even traders
 - No general consensus on definition
 - More messages confuse consumers

What are the challenges?

Renewable Energy Marketing:

Your Job (individually) is challenging...

- Influence “people” to buy green power
 - UNDERSTAND your “people”
 - DEFINE your product effectively to your target audience (s)
 - Communicate your BRAND
 - Build TRUST
 - Create tangibility and VALUE
 - REPEAT the message and remain on BUDGET!

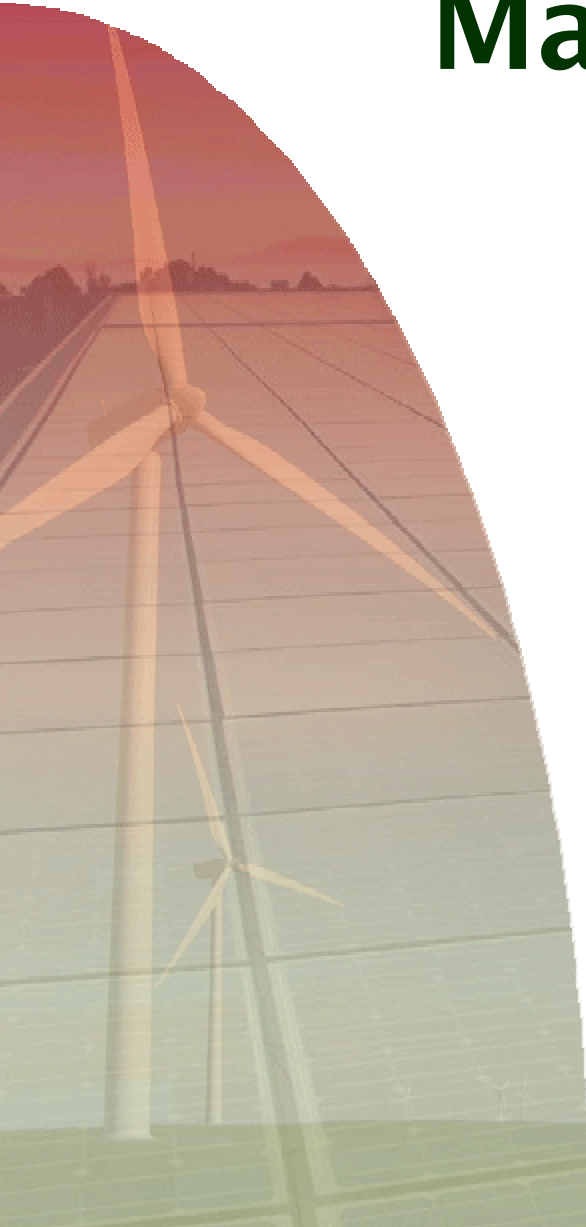
What are you trying to do?



HELP!

CREATIVE STRATEGIES...

Marketing Renewable Energy to Residential Consumers



We Have Come So Far...

- *from* more obscure, early efforts...



ELECTRICITY

You use it. Now, choose it.



➤ *to marketing materials of today...*

RENEWABLE ENERGY




Setting good
things in motion



Catch the Wind with **NYSEG**

buy
NEW WIND ENERGY
A PRODUCT OF COMMUNITY ENERGY, INC.





You have the power to make renewable energy a way of life.

With every new day, more people join Green Power Switch[®] from TVA and your local power company. And why not? Using the clean, quiet **power of the sun, the wind and the earth** to power our lives **makes all the sense in the world**. But making green power a reality isn't easy. It's only possible with the support and participation of people like you. People who recognize that alternative energy sources are essential to our environment's future. People who are willing to do their part to **change the world from inside their very own homes**. At TVA, we created Green Power Switch because we firmly believe in the **positive impact** it can have on tomorrow. But we'll need your help. Because while green power may be generated by the wind, the sun and the earth; ultimately, it comes from you. For more information or to sign up, go to **greenpowerswitch.com**. Or fill out the enclosed card and drop it in the mail.



Green Power Switch[®]



Green Mountain Energy Company, P.O. Box 42349, Austin, TX 78704

FIRST CLASS
U.S. POSTAGE
PAID
GREEN MOUNTAIN ENERGY



You'll soon be helping clean the air we breathe.



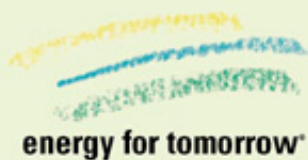
Welcome to Green Mountain Energy Company.



**Green
Mountain
Energy**



Printed on recycled paper (30% post-consumer fiber, elemental chlorine-free)
with soy-based ink. Please recycle.



**“By Being Involved—
I Know I’m Creating a Brighter Future
For Generations to Come.”**



Support Renewable Energy in Your Community...For All The Right Reasons.



we energies





GREEN POWER SWITCH.

IT STARTS WITH YOU.



You have the power to change the world from inside your very own home.

The remarkable thing about Green Power Switch isn't just its ability to **transform the wind, the sun and the earth** into useable, renewable energy. Or the fact that it can actually **help save our environment**. The unbelievable thing is how simple it is to make a difference. When you sign up for Green Power Switch, you buy green power in 150-blockout-hour blocks (about 12% of a typical month's use.) Each block equals a \$4 addition to your monthly power bill. Buy one or as many as you like. The green power you pay for is added to the overall limit of power that TVA provides to the Valley. The more resources devoted to green power, the more natural resources saved within the environment. **So look around your home.** Look into the faces of your family. And then imagine how good you'll feel knowing that your life is powered, even in a small way, by the natural energy of the wind, the sun and the earth. For a **cleaner, greener future**, sign up for Green Power Switch by going to greenpowerswitch.com.

Or by filling out the enclosed postage-paid card and dropping it in the mail. Thank you.



Green Power Switch





When the water flows, breezes blow, and the sun shines, we have renewable electricity.

Rhode Island
GreenUp™ with GreenerWatts New England



What is GreenerWatts New England?



It's a Green-e certified product that costs just 1.7¢* more per kilowatt hour (kWh). If your household uses 300-600 kWh per month, you would pay an additional \$5.00 to \$11.00 for GreenerWatts New England on your monthly bill. If you use 3,000 kWh each month or more please contact us for information about a volume discount. **ALL OF OUR RESOURCES ARE FROM NEW ENGLAND.** It is a premium product designed to match 100% of your electric usage with 100% renewable resources.

GreenerWatts New England was created to enable the citizens of Rhode Island to choose — reduced pollution and a cleaner, healthier planet for future generations.

GreenerWatts New England supports 100% renewable energy

Your purchase supports environmentally responsible hydropower, wind, solar, and landfill methane resources — fuels native to our region.



Solar Power

Energy created from roof-top panels that convert the sun's rays into electricity. 100% emission free! The more solar we install, the less expensive it will become.



Wind Power

Wind energy comes from turbines. Wind is now the fastest growing renewable energy source in the world—and it's 100% emission free.



Landfill Gas

Gas can be converted into electricity, displacing polluting fossil fuels and significantly reducing methane (a potent greenhouse gas), air pollution and smog.



Hydropower

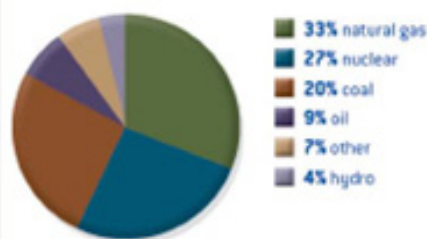
Energy produced from flowing water is the oldest and most readily available form of renewable energy. Our hydro resources come from environmentally responsible, small and LHD certified generators.

Join online at www.GreenerWattsNewEngland.com

Make a choice that really counts

Today

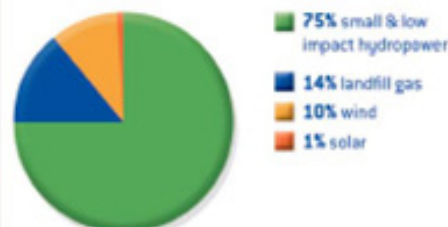
Narragansett Electric's current average mix of resources



OR

Tomorrow

You can pay a little extra and invest in the future with GreenerWatts New England



It's easy to enroll in GreenerWatts New England

Join online at www.GreenerWattsNewEngland.com

OR

complete the reply card and mail it to us.

Buy clean wind energy today!

NYSEG

Order form

Join with us to help
the environment.
Support clean, renewable,
wind-generated electricity.

NYSEG is offering
NewWind Energy, a
product of Community
Energy, to those
customers who want to
help our environment.



You can buy two or more
"blocks" of wind power each
month. Each block is 100 kilowatt-hours of wind
energy being delivered to the New York power
grid for distribution to customers. You choose
how much wind energy you would like to buy.

What are the advantages?

More of our energy needs can be met through
clean, wind-generated electricity. By supporting
wind energy you can help the environment
and make our communities even better places
to live and work.

How much can it help?

Wind energy requires no fuel and produces
no emissions. Two blocks purchased monthly
for one year reduces carbon dioxide emissions
the equivalent of planting 146 trees or not
driving 2,338 miles. NYSEG customer purchases
of wind energy to date have offset close to
27 million pounds of carbon dioxide!

How to Catch the Wind

NewWind Energy allows you to help put clean,
renewable, wind-generated electricity into the
New York power grid. There are three ways
for you to buy wind energy:

- ▶ Fill out the form in this brochure and mail it in.
- ▶ Call 1-800-35-NYSEG (1-800-356-9734).
- ▶ Visit nyseg.com.

▶ **Yes! Sign me up for
NewWind Energy!**

Enclose this form with your NYSEG bill payment, or mail to:

NewWind Energy c/o NYSEG Marketing
P.O. Box 5224, Binghamton, NY 13902-5224

Name _____

Address _____

City _____ State _____ ZIP _____

Daytime Phone (____) _____

NYSEG Account # _____

Number of Blocks	Price Per Block	Monthly Charge
2	\$2.50/month	\$5.00
3	\$2.50/month	\$7.50
4	\$2.50/month	\$10.00
5	\$2.25/month	\$11.25
6	\$2.00/month	\$12.00
_____ x	\$2.00/month	= \$_____

MONTHLY TOTAL \$_____

▶ **This cost will be in addition to your regular electricity bill.**

Payment (We are unable to include this charge on your NYSEG energy bill)

Credit: ☐ Discover ☐ Visa ☐ MasterCard ☐ American Express

Debit: ☐ Visa ☐ MasterCard

Select: ☐ Annually ☐ Semiannually ☐ Quarterly ☐ Monthly

Account #

Expiration Date: ____/____/____ Signature: _____

OR Enclose a ☐ Check ☐ Money Order (made out to NYSEG for the monthly total x 12)

Inside View: Effective Language, Bold Headers, and Simple Sign-up

Bangtails

Front bangtail flap



Have you considered purchasing renewable energy and reducing your impact on the environment?

- **It's easy** – Just check the box on the back of this form and return with your bill payment.
- **It's reasonable** – You can purchase pollution-free energy for as little as \$1.95 per month in addition to your regular energy bill.
- **It's impactful** – Investing an additional \$1.95 per month for one year is like not driving for nearly three months.

Back bangtail flap

Blue Sky enrollment form

(Return this form with your bill payment.)

Yes, I would like to purchase renewable energy. In return, Pacific Power will make additional renewable energy purchases on my behalf. I agree to pay the extra charge on my monthly electric bill. Participation is voluntary and I can cancel my enrollment at anytime.

- ☐ **Blue Sky Block** (available to **all** customers in Oregon, Washington and Wyoming)
\$1.95 per block X _____ # of blocks
- ☐ **Blue Sky Usage** (available to Oregon residential and small business customers only)

Name (as it appears on your Pacific Power statement)

Pacific Power service address

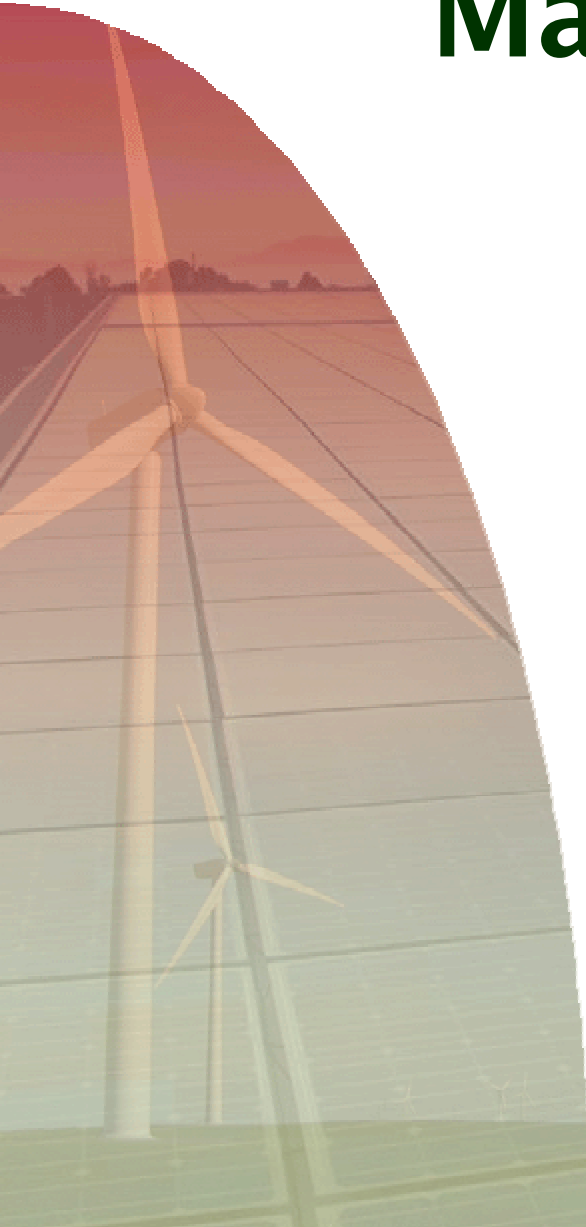
City, State, Zip

Signature

E-mail address

For details, please call 1-800-842-8458 or visit

Marketing Renewable Energy to Residential Consumers through INCENTIVES



Ice Cream!



Yes! I'm willing to go green and get a free ice cream!

Name _____

Santee Cooper Account No. _____

Santee Cooper Service Address _____

City _____ State _____ Zip _____

Daytime Phone No. _____ Email Address _____

Signature _____ Date _____

Participation in Green Power is voluntary by Santee Cooper and its customers. A customer may discontinue participation in Green Power at any time. Santee Cooper may alter, amend or end Green Power at any time.

☐ **1 block***
@ \$3.00 per month

☐ **2 blocks***
@ \$6.00 per month

☐ **3 blocks***
@ \$9.00 per month

*1 block = 100 kWh or about 10% of a typical household's monthly energy use

2 TWO WAYS YOU CAN WIN A WEEKEND GETAWAY TO THE FENNER WIND FARM

1 Upgrade to 100% NewWind Energy™ for Your Home

2 Turn a Friend Green!



COMMUNITY ENERGY

BRINGING YOU NEWWIND ENERGY

Get Aways!

PRODUCT CONTENT LABEL		
 NEWWIND ENERGY <small>A MEMBER OF THE COMMUNITY ENERGY GROUP</small>		
<p>This is a renewable electricity product. For every unit of renewable electricity generated, an equivalent amount of renewable electricity is produced. The purchased renewable electricity supports renewable energy generators, who supply all of our renewable electricity generation in the region where the renewable generation is based. You will see the renewable charge in the details of your Niagara Mohawk electric bill.</p> <p>This product is sold in 100 kWh or 500 kWh monthly usage depending on which product you choose. The product will be made good the following year renewable sources.</p>		
NewWind Renewable Electricity in NewWind Energy™ and 100% Wind		Generation Location
NewWind Energy™	100% Wind	Community Wind Farm #1 Wind Farm #2
Wind and Solar	50% to 100% Wind	Community Wind Farm #1 Wind Farm #2 and other distributed projects
<p>Includes renewable generation that first started operating after January 1, 2000 and is regionally defined.</p> <p>Renewable sources, for comparison, the current average mix of resources supplying New York includes: 60% Natural Gas, 17% Hydroelectric, 10% Nuclear, 10% Oil, 10% and Other. The Niagara Mohawk Electric Department of Public Service (NYS Energy and Climate) 2007.</p> <p>This product is certified by the Green-e Program. For more information call 1-800-454-4333 or visit www.green-e.org.</p>		

Please note: Please allow 30 - 60 days for enrollment to take effect. Niagara Mohawk will continue to deliver your electricity, as well as provide your emergency service in the case of a power outage. You will be billed monthly on your Niagara Mohawk electricity bill until you notify us that you would like to cancel your subscription. You will see an itemized line on your electric bill each month reflecting your renewable energy purchase. There is no minimum contract length, and no fee for cancelling your subscription. The cost of NewWind Energy™ will not change unless we notify you in writing sixty days in advance.



COMMUNITY ENERGY

BRINGING YOU NEWWIND ENERGY



Coffee,

5 free SMOOTHIES with Greenenergy!

Sign-up for SMUD's Greenenergy™ for 6 months and receive certificates good for five **free** smoothies.

SMUD
SACRAMENTO MUNICIPAL UTILITY DISTRICT
The Power To Do More.™
smud.org/green/jamba

smoothies,

This holiday season bring joy to the world and cheer to your pocketbook.

Join SMUD's **Greenenergy**™ and get a free

\$15 Gift Certificate from Arden Fair Mall (And 4 free Arden Fair Mall valet parking passes.)

SMUD
SACRAMENTO MUNICIPAL UTILITY DISTRICT
The Power To Do More.™
smud.org

gift certificates!



Marketing Renewable Energy to Businesses



How your
business
can support
**renewable
power**

CLEAN WIND FOR
MEDIUM TO LARGE
NONRESIDENTIAL
ACCOUNTS

Portland General Electric

Sign up for PGE's new **Clean Wind™** plan

FOR MEDIUM TO LARGE
NONRESIDENTIAL ACCOUNTS
(Schedule 83)

You have the power to make a difference

Now PGE is offering Schedule 83 customers (medium to very large companies and organizations) an easy, affordable way to support renewable energy and publicize your commitment to the environment. We have teamed up with the Bonneville Environmental Foundation – a nonprofit corporation and the Northwest's leading wholesaler of renewable energy – to offer you Clean Wind.

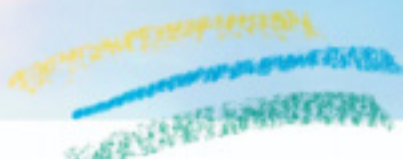
Log on to **www.b-e-f.org** to
learn more about the Bonneville
Environmental Foundation.



BONNEVILLE
ENVIRONMENTAL
FOUNDATION

CHOOSE WHERE YOUR MONEY GOES.

ON YOUR ELECTRICITY BILL, THERE IS A 3 PERCENT PUBLIC PURPOSE CHARGE MANDATED BY OREGON LAW (SENATE BILL 1149). IF YOU HAVE THE ABILITY TO "SELF DIRECT" 17.1 PERCENT OF YOUR PUBLIC PURPOSE CHARGE, YOU CAN PURCHASE CLEAN WIND VIA THIS PROCESS. BY PURCHASING CLEAN WIND, YOUR FIRM SUPPORTS THE TYPE OF LARGE-SCALE RENEWABLE POWER THAT IS IMPORTANT TO YOU AND YOUR COMPANY. YOUR ORGANIZATION WILL RECEIVE PUBLIC RECOGNITION FOR YOUR COMMITMENT TO THE ENVIRONMENT. IF YOU ARE UNSURE IF YOUR USAGE FALLS IN THIS >1MWA ELIGIBILITY CATEGORY, PLEASE ASK YOUR PGE ACCOUNT MANAGER. **IT'S YOUR MONEY; WHY NOT MAKE CLEAN WIND YOUR CHOICE?**



energy for tomorrow®

The Power To Build a Brighter Future.



The way we create and use electricity today has a direct impact on the future of our communities. We understand that as a local business, the future of your community and the reliability of your energy supply is of utmost importance to you.

Since 1996, the We Energies' **Energy for Tomorrow** renewable energy program has developed renewable energy sources that will provide the power to run our homes and businesses while protecting our environment and our natural resources for future generations.

Now, you can help the environment while you help your business. When you participate in the **Energy for Tomorrow** program, you demonstrate your commitment to your community — that's something customers recognize, appreciate and reward.

With your support, we can help ensure reliable, clean, renewable energy sources now and for generations to come.

For more information, visit we-energyfortomorrow.com or call 800-242-9137.

I Want to Build a Brighter Future!

I want to support increased production of renewable energy!

Three Easy Ways to Join:

1. **Join online:** we-energyfortomorrow.com
2. **Join by phone:** 800-242-9137
3. **Join by mail:** Fill out the form below and return in the enclosed envelope.

Sign me up to support the **Energy for Tomorrow** program at the following level of my electrical use. ☐ 25% ☐ 50% ☐ 100%

Company Name: _____

First Name: _____ MI: _____ Last Name: _____

Address: _____ E-mail: _____

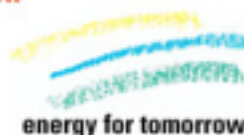
City: _____ ST: _____ ZIP: _____

Phone Number: (____) _____

Signature: _____

Thank you for participating!

We Energies
PO Box 2046
Milwaukee, WI 53201-2046
800-242-9137
we-energyfortomorrow.com





Big with business and getting bigger

Join the growing list of businesses that have signed up for renewable energy through the We Energies Energy for Tomorrow program – there are more than 350 enrolled to date! These businesses receive part or all of their electricity from wind power or other renewable energy sources.

Thank you to these renewable energy-powered businesses:

Partners

Akers Coffee Roasters, Inc.
AZCO Inc.
Grande Cheese Company
Miller Brewing Company
Milwaukee Area Technical College
North Campus
Milwaukee Journal Sentinel
Milwaukee Metropolitan
Sewerage District
Minergy Neenah LLC
Outpost Natural Foods
Riveredge Nature Center
Schlitz Audubon Nature Center

Supporters

Air Tech Mechanical Services Inc.
American Foundry & Furnace Co.
Arthur Olaszewski, Agency, Inc.
Ashton Arts Gallery
Bakers Service Unlimited Inc.
Becky's Custom Sewing
& Design Shoppe
Blair Painting Inc.
Blue Print Service Co. Inc.
Brannum Lumber Co.
Brent J. Martin DDS, MS, SC
Cabana Tan
Cam & Co. Hair Salon
Carter Drug Store Inc.

Casa Maria Catholic Worker
Cathy's Floral and Gift
Closing Services of Wisconsin, Inc.
Consulting Lab Services, Inc.
Crons Apartments
Daryl W. Laatsch, S.C.
Dave Drogkamp Heating, Inc.
Digital Intelligence, Inc.
DMC Advertising & Direct Marketing
Don's Supper Club
Dr. Richard Nagyszok
Drive Systems Technology, Inc.
Earth & Water
East Troy Basketry Co.
Edward Jones – Waukesha
Elegant Wedding Design
EMS Sales & Engineering Inc.
Enterprise Glass Service/
Division of Foley Framing
Falls Dental Lab
Family & Sports Chiropractic
Fitness Together
Foske's Superior Drapery
Franklin Energy
Franks Diner
Front Room Photography
Furniture Repair Service, LLC
Gemini Employee Leasing, Inc.
Genesee Fireplace Co. Inc.
Godfrey Properties

Great Lakes Electric
Hare Strigenz Design
Hase Landscape Company
Holistic Chiropractic Center
Horizon Designs
Image Apparel Plus
Images of Waterford, Inc.
Inspec, Inc.
Ireta Print Plus, Inc.
Jackson Video
Jim Hutter State Farm Insurance
JRL Builders, Inc.
Kelly Industrial Coatings, Inc.
Kewaskum Floral Inc.
Kinder Closet Inc.
Kohn Arbuckle Smith Law Offices
Lakeland Brewery, Inc.
Layton Dental Lab, Inc.
Legal Horizons LLC
LifeForce Chiropractic, S.C.
Long Island Farms Turf & Trees
M & M Physical Therapy
Michael R. Phlegley
Miller Compressing Company
Nancy G. Stowe DC, SC
O.H. Ewert Inc.
Once Upon A Time
Orion Construction Group, LLC
Parkview Plumbing, Inc.
Paulus Printing, LLC

Pleasant Valley Inn
Precision Jewelers, Inc.
R.P. Jost Co. Inc.
Racine Optical Co.
Raschke Chiropractic Center S.C.
Rent-A-Daughter Home Care
Richmond Cabinet & Millwork
Rochambeau Coffee & Teahouse
Schlaas/Christensen & Lee Insurance
Sateenth Street Health Center
Southport Bed and Breakfast
Sparks Insurance, Inc.
Stickler & Associates, Inc.
StoreWALL LLC
Stick Wood Works, Inc.
Sun Air Filter Recycling Co.
Swenson Chiropractic, S.C.
The Oil Barge
Tie 'N' More Inc.
Timothy Reilly
Trega Foods
Urban Ecology Center
Valley Drafting, Inc.
Waring R. Fincke Attorney at Law
West Allis Printing Co.
WestBendFenosa/A-1 Pools, Inc.
Wester Electric Inc.
Whitty Storage
WM Hilgart & Sons Inc.

Sign up today! Visit www.we-energyfortomorrow.com or call (800) 242-9137.

we energies
today, tomorrow, together.



Marketing Renewable Energy to/through OTHERS

“Shin-Kickers”





School Assembly (TVA)



School Poster Contest (TVA)



"There's a better way to do a great thing"
Poster Contest

Students will create a poster that illustrates a way to protect the environment. The poster should be made on a separate piece of paper and be 11" x 17" in size.

• The poster will be judged by a panel of judges. The poster will be judged on the following criteria: Creativity, Originality, and Clarity.

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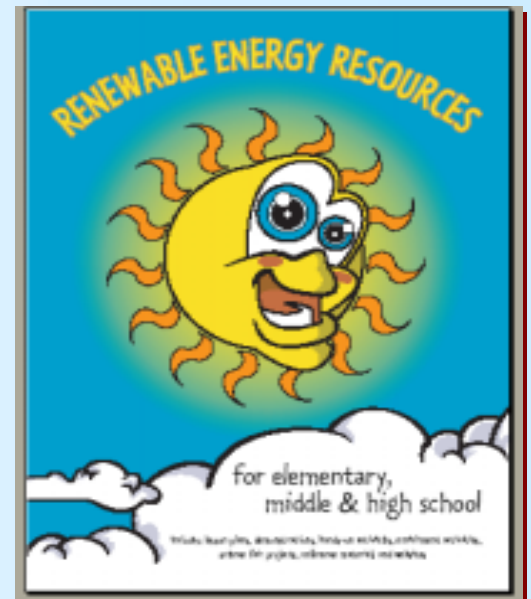
School Curriculum (TVA)

Distributed an education curriculum for grades 3 to 12

Made materials available on CD and internet free of charge

The curriculum includes:

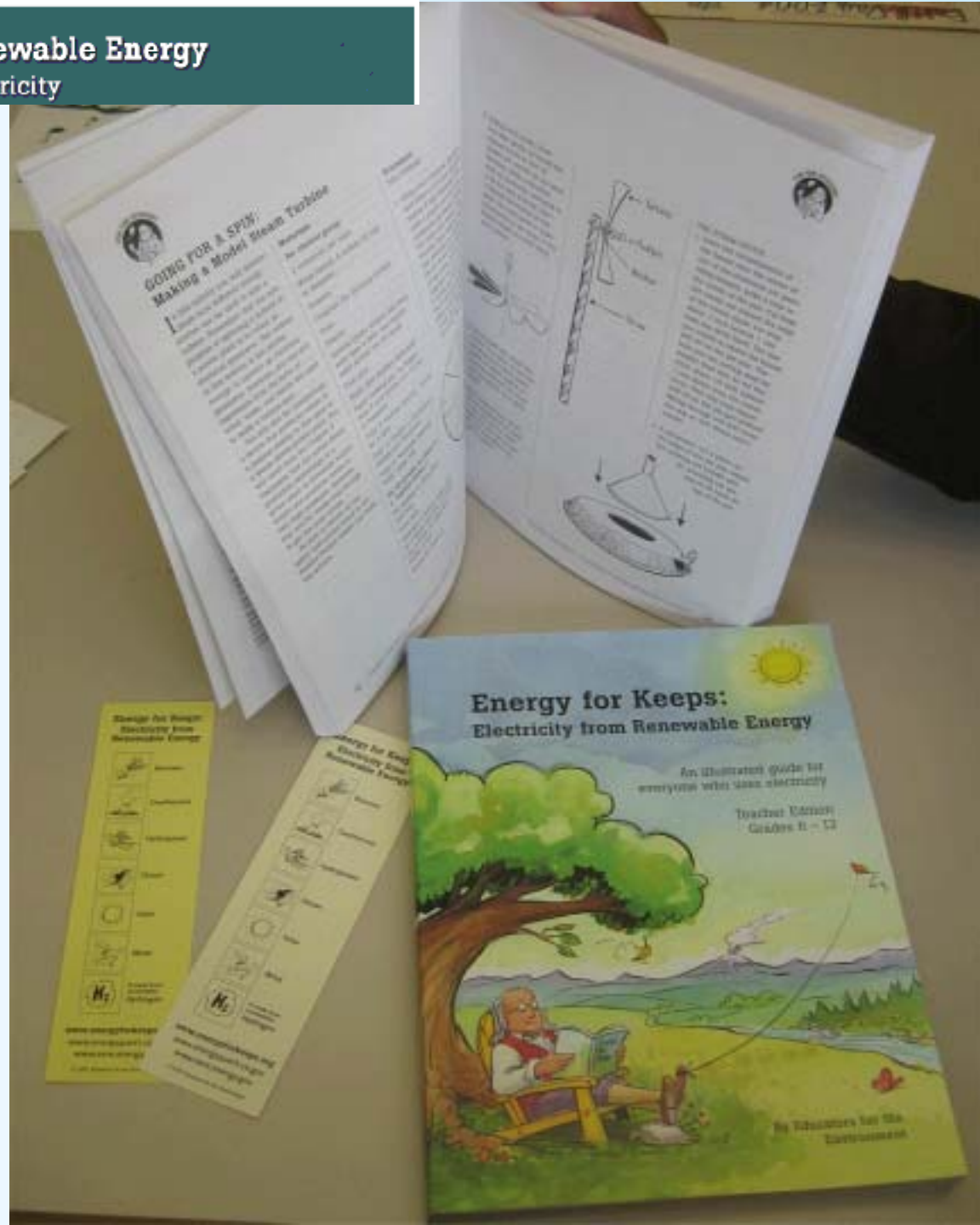
- Solar Energy
- Wind Energy
- Landfill Gas Energy



Energy for Keeps: Electricity from Renewable Energy

An illustrated guide for everyone who uses electricity

Educators for the Environment





The Big Picture: Moving the Market Forward

Where do We Go from Here?

- Product Labeling
- POP Tags
- National Renewable Energy Branding Campaign?

Moving the Market Forward:

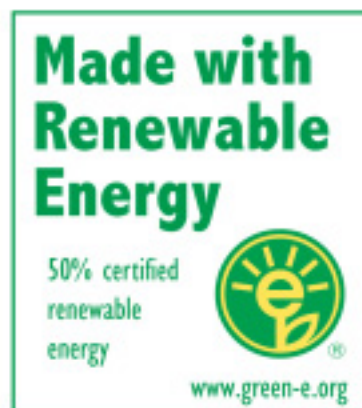


“Made With Renewable Energy”



How Does it Work?

Companies purchase Green-e certified renewable energy to offset:
a portion of their company-wide energy use, a unique
facility or company building ,or the production of a specific
consumer product line. (can also apply self-generation)

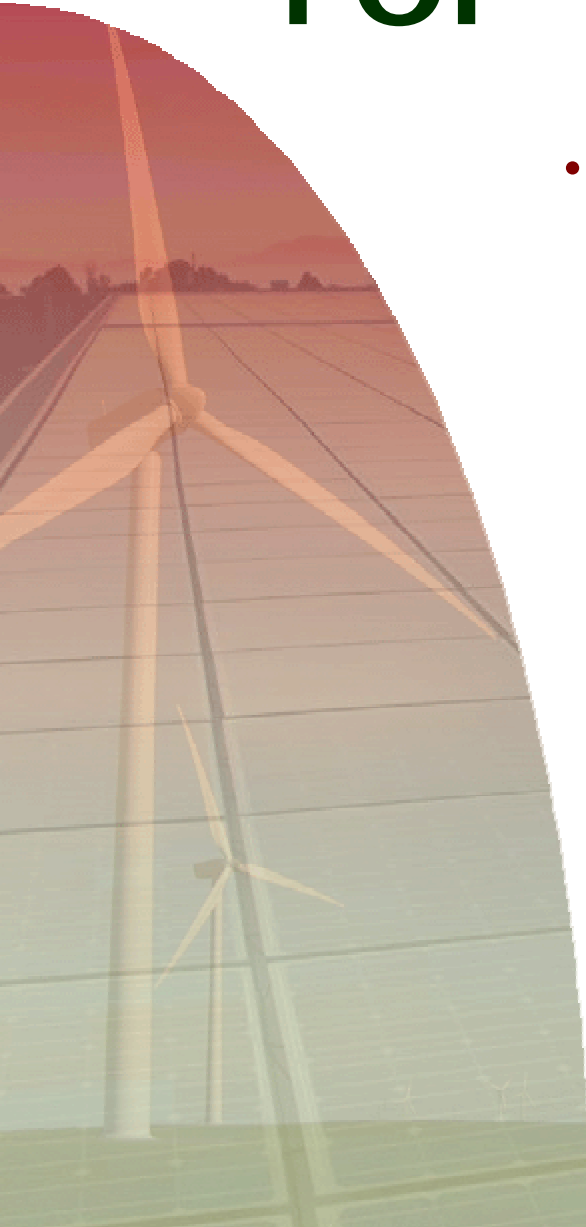


POP Tags: The Concept

- Marketers have begun selling “mini-tags” or “Point of Purchase (POP) Tags”
 - Small quantities of renewable energy attributes sold at point-of-purchase to offset the consumer’s energy use and/or emissions from a particular activity.

Skiers are Doing it!...

Green Mountain and Bonneville Environmental Foundation (BEF) are selling 100 kWh blocks of wind power attributes at ski resorts so that the customers can offset their energy use from the ski lifts.



POP Tags: The Potential

- **Airlines:** offsetting emissions from air travel online
- **Grocery Stores:** purchases at the cash register
- **Rental Cars & Hotels:** offsetting rental car travel & hotel stay energy use when making the reservation
- Many more possibilities...

National Campaign :

Objectives: Can We Agree?


- Create relevance for mainstream consumers through clear and simple communication of one message (definition of renewable?)
- Brand RE and connect with environmental issues—Global warming/Climate Change?
- Increase the purchase of Green Power products

National Campaign?

- Smart Power Examples in Northeast
 - Evolving to a National Campaign
- Australian Example

The power of every
one.



A woman in a red tank top and black leggings is jogging away from the camera on a paved path. The path is flanked by tall streetlights. The background is a soft, hazy sunset with warm orange and yellow tones.


Q: How many joggers does it take
to change a power station?

A: One.

Make the switch to Green Power and you'll be investing in the power of the sun, the wind and water. Renewable energies that are purchased by your energy retailer on your behalf. Green Power accredited energy is changing

the way we source our electricity for a cleaner, brighter future and everyone can make a difference. Make the switch to Green Power. Call 136 206 for your free information pack. Green Power. **The power of every one.**



A photograph of a man in a black t-shirt and jeans standing in a room with white walls and a single light bulb on the ceiling. A wooden step ladder is positioned next to him. The room has two windows, one of which is partially visible on the right. The man is looking up at the light bulb.

Q: How many students does it take to change a power station?

A: One.

Make the switch to Green Power and you'll be investing in the power of the sun, the wind and water. From as little as the cost of a cup of coffee a week, renewable energies are purchased by your energy retailer on your behalf. Since 1997, 32,000 Victorian households have helped to reduce almost 2,000,000 tonnes of greenhouse gas emissions Australia wide. Green Power accredited energy is changing the way we source our electricity for a cleaner, brighter future and everyone can make a difference. Make the switch to Green Power. Call 136 206 for your free information pack. Green Power. **The power of every one.**



Q: How many architects does it take to change a power station?

A: One.

Make the switch to Green Power and you'll be inserting in the power of the sun, the wind and water. Renewable energies that are purchased by your energy retailer as your behalf. Since 1997, 90,000 Australian households including 32,000 Victorian households have signed on to green power initiatives resulting in the reduction of close to 3,000,000 tonnes of greenhouse gas emissions. Green Power accredited energy is changing the way we source our electricity for a cleaner, brighter future and everyone can make a difference. Make the switch to Green Power. Call 136 206 for your free information pack. Green Power. www.greenpower.com.au





Q: How many coffee drinkers does it take to change a power station?

A: One.

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問：要有多少喝茶的人，才能改變能源系統？

答：一個。

我們 Green Power 愛茶的根源，在於可以安心喝茶，且能向水達士河進行投資。我們學會如何以無盡量的材料生產綠茶，就像綠茶只有一個。自 1990 年起，我們已經有 2 個戶人家（其中 1 個在中國大陸）曾於使用綠茶茶葉。本週是於用空家獲利及獲利了 52 個茶壺。自 Green Power 學會綠茶的根源，正在改變我們茶葉家之消費的方式，使我們擁有更乾淨、更健康的未來。因此，我們鼓勵人每飲茶者飲茶。這就成為 Green Power 綠茶的根源。這就成為綠茶根源，而這就是 100% Green Power 人類的根源。



Q: How many cyclists does it take
to change a power station?



AtOne.

Make the switch to Green Power and you'll be investing in the power of the sun, the wind and water. Renewable energies that are purchased by your energy retailer on your behalf. Since 1997, 90,000 Australian households including 32,000 Victorian households have signed on to green power initiatives resulting in the reduction of close to 3,000,000 tonnes of greenhouse gas emissions. Green Power accredited energy is changing the way we source our electricity for a cleaner, brighter future and everyone can make a difference. Make the switch to Green Power. Call 136 206 for your free information pack. Green Power. www.greenpower.com.au



Inside**Hot in the city****FASHION**

It's not the
fashion that's hot,
it's the people who
wear it.

**FOOD & DRINK**

- 1. **Barbecues**
20% increase in popularity
- 2. **Local produce**
The 'local' label is a big draw
- 3. **Barbecues**
Lunch and dinner
- 4. **Wine**
The 'local' label is a big draw
- 5. **Local produce**
The 'local' label is a big draw
- 6. **Barbecues**
Lunch and dinner
- 7. **Wine**
The 'local' label is a big draw
- 8. **Local produce**
The 'local' label is a big draw
- 9. **Barbecues**
Lunch and dinner
- 10. **Wine**
The 'local' label is a big draw
- 11. **Local produce**
The 'local' label is a big draw
- 12. **Barbecues**
Lunch and dinner

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Fashion rules and views**IDEA TO WARM TO**

IT'S THE idea of a warm coat that's catching on with style. The Melbourne-based brand is a mix of vintage and modern, with a focus on the 'idea' of a warm coat. The brand is a mix of vintage and modern, with a focus on the 'idea' of a warm coat.

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CHRISTIAN LARSEN
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GREATER MEASURE

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Q: How many surfers does it take to change a power station?

A: One. Call 135 206 for your free information pack, Green Power. The power of every one.

today's surf today's surf today's surf

Need you like this spot? E-mail me, varishop@surfshop.com.au

VICTORIA'S SURF COAST

1 Melbourne 2 Geelong 3 Castlemaine 4 Ballarat 5 Traralgon 6 Maffra 7 Gippsland 8 Phillip Island 9 Port Phillip 10 Frankston 11 Melbourne 12 Geelong 13 Castlemaine 14 Ballarat 15 Traralgon 16 Maffra 17 Gippsland 18 Phillip Island 19 Port Phillip 20 Frankston

Email: varishop@surfshop.com.au

Q: How many Victorians have signed up to change a power station?

A: 50,563

The power of every one.

Green Power

Q: How many blondes does it take to change a power station?

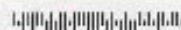
A: One.





Electricity Account

Account number 019 067 775 3



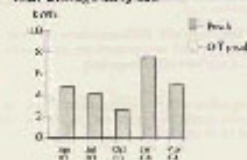
Customer

Amount due \$101.75

Due date 14 May 2004

(Quoted amount only)

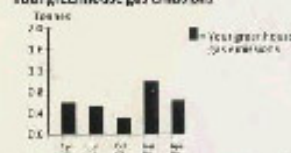
Your average daily use



The actual
Greenhouse gas
average (in g per kWh) (CO₂ eq)

CO₂ eq
42.1 kg
CO₂ eq

Your greenhouse gas emissions



With green energy you can make a difference. Call 136 206 for more information.
To reduce your emissions to a minimum, we recommend you switch to
a green energy plan. Call 136 206 for more information.

For further information, see our green energy page on www.originenergy.com.au/green

Tax Invoice - Estimated Account Summary

Issue date	28 Apr 2004
Balance at start of period	\$158.00
Payment received (see over)	\$158.00
Market rate changes and adjustments (see over)	\$0.00
Current account charges, concessions & other adjustments	\$101.75
Total amount due (including GST)	\$101.75
Current account includes GST charge of \$0.00	

Important information

To obtain the State Government Off-Peak Concession of \$0.75 (which includes \$0.05 GST), please present your Personal Licence card when paying this account at any Australia Post Office in contact on 13 21 14.

Where available, a graph of your energy usage and associated Greenhouse Gas emissions is shown on the front page of this invoice. If applicable, it provided please refer to the website www.greenhousegas.gov.au for relevant Greenhouse Gas emission information.

Q: How many Origin energy customers does it take to change a power station?

A: One.

You can make a difference. Call 136 206 for your free information pack.



The power of every one.

Contact CRS

- To join the Marketers' Marketers Group
- To access publications on best practices in marketing and examples of industry materials
- To receive email updates on Green-e events, certification standards and industry developments

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Green-e website: www.green-e.org